

Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name Healthy Living Coalition

Contact Information

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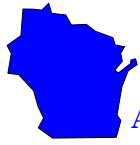
Program Information

Type of Program Coalition
Year Coalition was Formed 2004
Primary program focus Both Physical Activity & Nutrition
Region Southern
County Rock
Coalition Web Site Address

Program Information

Represented Groups on Coalition Business Community Government Health Care Health Dept University UW-EX WIC	Represented Professions on Coalition Business Citizen Rep Dietitian Educator Exercise Specialist Health Care Admin Nurse Other
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A Wisconsin Nutrition and Physical Activity Program



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Intervention Name

Creation Of Physical Activity And Nutrition Resource Book

Intervention Information

Type of Intervention:
Physical Activity & Nutrition - Resource
Focus Area:
General Physical Activity & Nutrition
Intervention Site or Setting:
Community
Scope of Intervention:
County
Target Audience:
All races, genders and ages
Total Population in Area Served:
200,000
Number of Participants:
1,000
Implementation Status:
Ongoing

Partners:
WIC, Rock and Walworth County Headstart, Beloit Memorial Hospital, Mercy Health System, City of Beloit Health Department, YMCA, UW-Extension-Time for Parents Program, Beloit College, Beloit Area Community Health Care Center
Unique Funding:
Eventually, we might sell advertising in the guide.
Evaluation:
Service Provision Units Provided Behavior
Evidence-Based or Best Practice based on

Products Developed or Materials Used:

Product to be developed is a county wide guide specific to Rock County providing information on physical activity and nutrition resources along with how to access them. Resource book will list family activities, cost, location, etc. Nutrition information as well.

Intervention Description:

The booklet will be created with goal to have the first edition out by summer. It will be distributed to community agencies and health care offices through UW-Extension, at WIC and a the Beloit Health Department. An evaluation card will be included to individuals to return to find out the usefulness of the product. We plan to distribute the guide to parents through Head Start, WIC, and the Schools at special "Get Active" family nights. The guides will contain goal-setting forms to help parents decide upon easy ways to increase their families' activity levels. Parents who fill out a form evaluating the usefulness of the guide to them will receive a prize, such as a lively music tape, a pedometer or a walking journal.

A Wisconsin Nutrition and Physical Activity Intervention